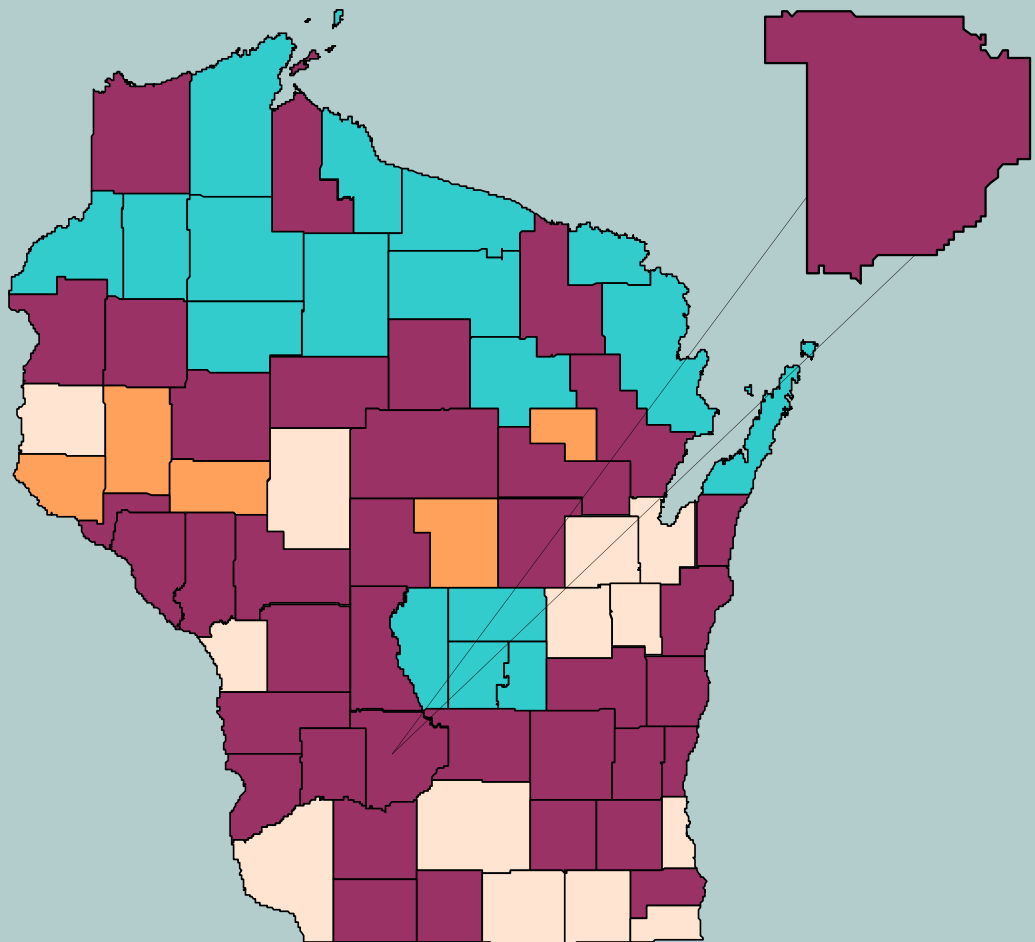


# Sauk County

## Workforce Profile

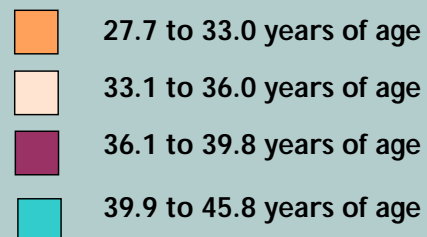
Median Age by County, 2000



Your complete  
guide to the  
state of the  
labor force of  
today and a  
glimpse into  
the economy of  
tomorrow.



State of Wisconsin  
Department of Workforce Development  
October 2002 (rev. 5/2003)



Source: Census 2000 of the United States



## County Population

Comparing the April 2000 Census to the January 1, 2001 population estimate, Sauk County grew by nearly 650 people or 1.2 percent, appreciably faster than Wisconsin (0.7%) and the United States (0.7%). The county's ten largest municipalities are listed below. Between 2000 and 2001, they accounted for 61 percent of the county's population and two-thirds of its population growth.

The Wisconsin Department of Administration estimates that Sauk County's net migration (people moving in minus people moving out) accounted for roughly two thirds of this population growth between 2000 and 2001. Meanwhile, natural increase (births minus deaths) accounted for less than one-third. Except Dane County, none of the counties adjacent to Sauk had a larger population, higher birth rate or population growth substantially more evenly balanced between natural growth and net migration. Sauk County also ranks high in its region for overall population growth.

The 2000 Census reported 51,659 Sauk County residents aged 5 years or older and tracked where they had lived in 1995. By this measure, 6,385 (12.4%) had moved to Sauk County from elsewhere in Wisconsin since 1995; 2,845 (5.5%) had moved in from other states and 321 (0.6%) had moved to

Sauk County from outside the U.S.

Comparing the 1990 Census to the 2000 Census, the number of housing units grew by 18.9 percent while the population grew by 17.6 percent. Over the same decade, the housing unit vacancy rate fell slightly from 13.4% to 10.9%. The ratio of population to households did not change significantly, so these Census data (together with the in-migration figures) would suggest that at least some of the people moving to Sauk County are buying houses.

A substantial number of workers come to Sauk County in the summer months for seasonal employment related to agriculture or tourism. The Census indicates that over 1,600 of Sauk County's vacant housing structures were "for seasonal, recreational, or occasional use" and that 27 were "for migrant workers". Although seasonal workers, like the tourists themselves, do not count as residents in the population counts, they may contribute to the demand for housing. The short term of employment and the wage levels encourage many seasonal workers to share space more closely than the typical Sauk County resident. Nonetheless, the ratio of residents to housing units remains relatively stable because population counts and estimates are done in months when they are less likely to be present.

### Total Population

|               | 2000 Census | January 1, 2001<br>Estimate | Percent<br>change |
|---------------|-------------|-----------------------------|-------------------|
| United States | 281,421,906 | 283,474,000                 | 0.7%              |
| Wisconsin     | 5,363,675   | 5,400,449                   | 0.7%              |
| Sauk County   | 55,225      | 55,868                      | 1.2%              |

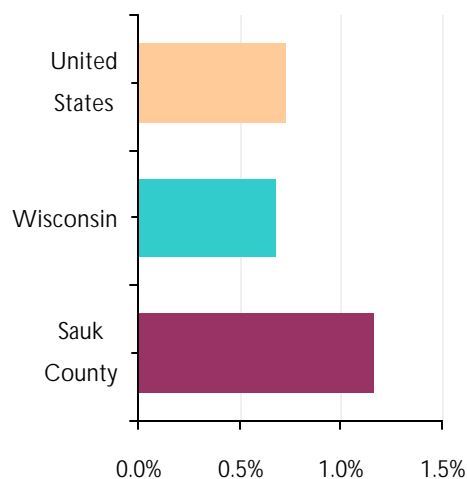
### Ten Largest Municipalities

|                         |        |        |      |
|-------------------------|--------|--------|------|
| Baraboo, City           | 10,711 | 10,780 | 0.6% |
| Reedsburg, City         | 7,827  | 7,984  | 2.0% |
| Prairie Du Sac, Village | 3,231  | 3,264  | 1.0% |
| Sauk City, Village      | 3,109  | 3,129  | 0.6% |
| Delton, Town            | 2,024  | 2,050  | 1.3% |
| Lake Delton, Village    | 1,982  | 2,038  | 2.8% |
| Baraboo, Town           | 1,828  | 1,849  | 1.1% |
| Spring Green, Town      | 1,585  | 1,621  | 2.3% |
| Spring Green, Village   | 1,444  | 1,454  | 0.7% |
| Excelsior, Town         | 1,410  | 1,426  | 1.1% |

\* Sauk portion only

Source: Wisconsin Department of Administration, Demographic Services, 2002

### Population Growth 2000-2001



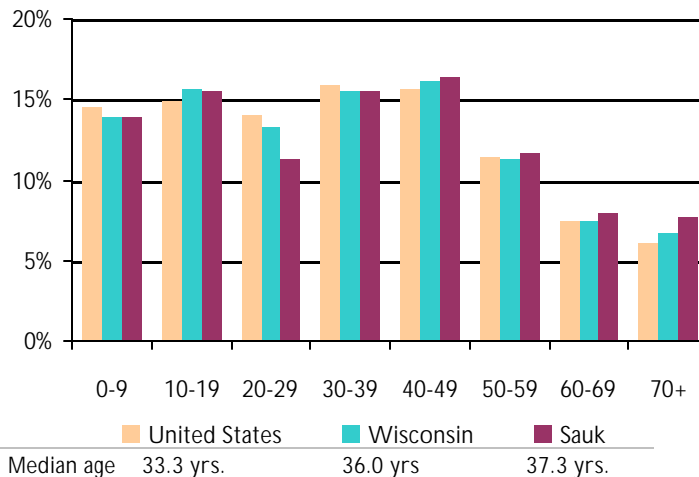


After examining the sources and geographical distribution of Sauk County's population, it is also interesting to inquire into the age distribution of the local population. The graph to the right represents this distribution by using one bar to show what proportion of total population each age group accounts for.

Sauk County tends to track Wisconsin rather closely except for the 20- to 29-year-old group, where some Sauk residents appear to go elsewhere for postsecondary education, or perhaps to find their first jobs. Sauk is so close to Wisconsin in the subsequent age groups (30- to 39-year olds and 40- to 49-year-olds) that people who leave appear to return. Even if the same individuals are not coming back, other people are replacing those who leave. The 1990 Census reported 6,316 people in the 20- to 29-year-old group and the 2000 Census reported 8,269 people in the 30- to 39-year-old group.

Still, Sauk County's median age (37.3 years) shows that it is a bit older than the state (with a median age of 36.0 years) or the nation (33.3 years). The more metropolitan areas like Dane and Milwaukee

2000 Age Group Comparison

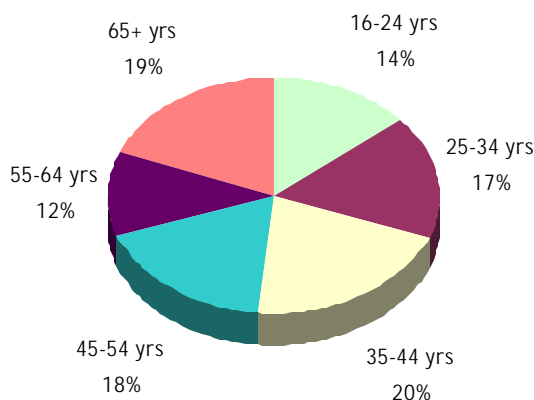


Source: US Department of Commerce, Census Bureau, *Census 2000*

counties pull down Wisconsin's median age because they attract students and first-time job seekers. For a non-metropolitan county in Wisconsin, Sauk is relatively normal, but the state as a whole is aging faster than the nation. The 70-and-over group was over eight percent of the population according to the 2000 Census and was over 43 percent larger than the 60- to 69-year-old group had been in the 1990 Census. The comparable national figure was less than 23 percent difference in size.

## County Civilian Labor Force

Sauk County Labor Force Age Groups



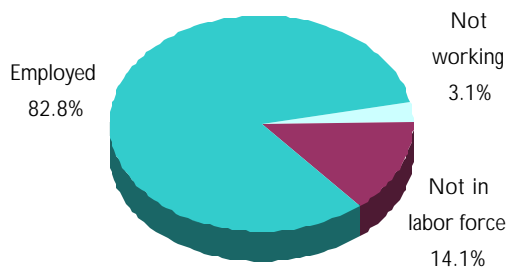
Source: US Dept. of Commerce, Census Bureau, *Census 2000*

Because many people do not seek or engage in employment after reaching the age of 65, the age distribution affects the prospects of employers seeking workers and workers scouting the competition. The above-noted growth in the 70-and-over group suggests that at least some of the people moving to Sauk County (see page 1) seek retirement opportunities more than career opportunities. With two thirds of population growth coming from net migration into the county, this could have serious ramifications for the long term supply of labor.

Nonetheless, the graph to the left, (coupled with the above-stated reasons for the dearth of 16- to 24-year-olds) seems to suggest a stable labor supply for Sauk County. If retirement ages dropped or fewer older residents worked, this could change.

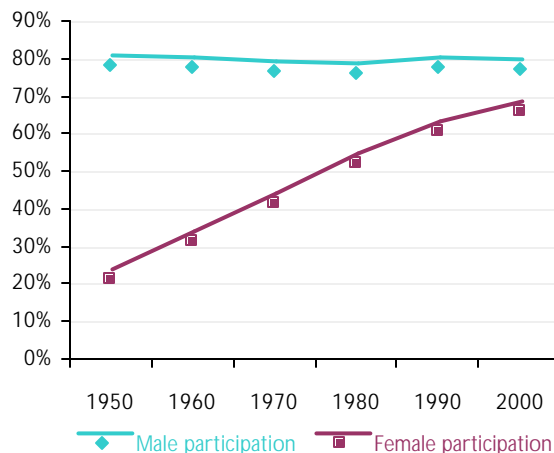


### 2001 Labor Force Participation



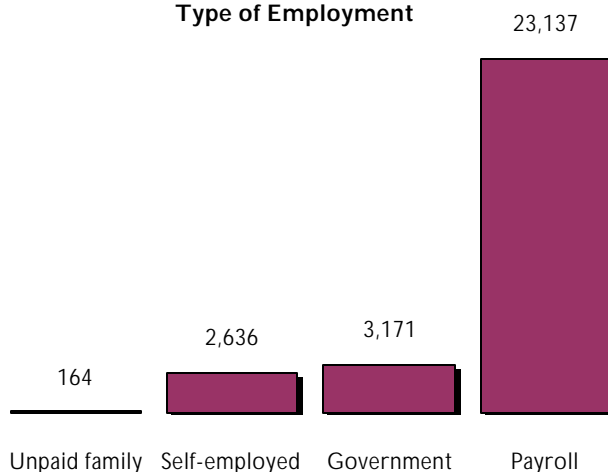
Source: Estimated from WI Dept. of Administration population estimates, Jan. 2001, US Census Bureau, and WI Local Area Unemployment Statistics.

### Labor Force Participation of Male and Female Residents



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

### Type of Employment



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

The labor force eligible population consists of civilians at least 16 years old who are not incarcerated or institutionalized. The graphs to the left and the discussion below do not address people who are not eligible. "Not in the labor force" encompasses people who are eligible to work but do not seek or engage in employment. These people are often students, at-home parents or retirees. The "not working" category includes people who are actively seeking employment and are not employed. "Employed" includes people who are working, even if they consider themselves underemployed (not working enough hours or overqualified for the work they're doing).

In 2001, 85.9 percent of Sauk County's labor force eligible population worked or sought work. This figure, (called the participation rate), was higher than the statewide rate (72.8%) and the national rate (66.9%). It was the highest of Wisconsin's 72 counties and higher than Sauk's own participation rates of the late 1990s (83% to 85%).

Employers who consider tapping into the 14.1 percent of the eligible population that was "not in the labor force" may be discouraged by the fact that 12 percent of the eligible population is 55 to 64 years old, and another 19 percent is at least 65 years old. Employers should not expect the trend of rising participation rates to continue indefinitely. The baby boom generation will soon drive up retirement rates. This may reduce participation rates and eventually tighten the labor market.

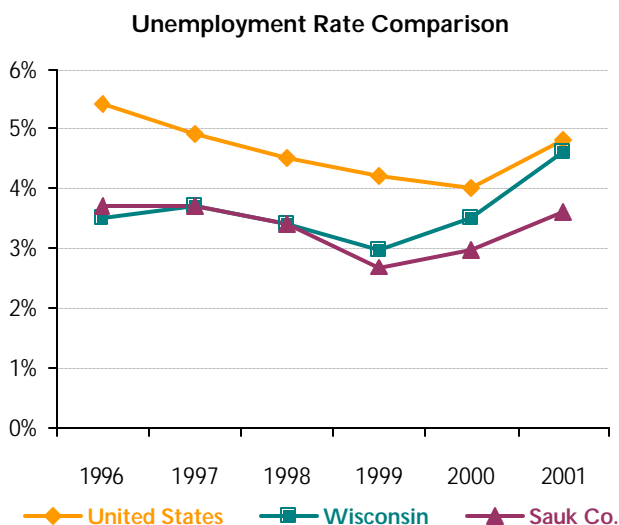
Indeed, the middle chart on the left suggest that the participation rate would have fallen slightly between 1990 and 2000 were it not for females' increasing participation. The graph begins in 1950, when male-dominated manufacturing jobs accounted for a much larger slice of the economy. By the 1990s, manufacturing was overtaken by the service sector (see page 5, top table), where many occupations are less male-dominated. Also, male workers tend to have been in the workforce longer than their female counterparts, so their wage levels, savings rates and pension plans are more likely to permit retirement without part-time work.

Future female participation rates are uncertain. Historic norms for the male rate may suggest that women have approached a maximum; but longer life expectancies and smaller retirement resources may keep female participation rates rising for a while.



In the 2000 Census, Sauk County residents reported doing much the same type of work as they had in the 1990 Census, with the overwhelming majority (79%) working for private employers and receiving payroll checks. (See page 3, bottom graph.) This was slightly higher than the 1990 figure (75%) and the increase accompanies an almost equal fall in self employment (from 12 percent in 1990 to 9 percent in 2000). According to the Department of Workforce Development, Sauk County's unemployment rate fell from 5.4 percent in 1990 to 3.0 percent in 2000. This trend probably encouraged the self-employed to seek payroll employment.

Sauk County's unemployment rates rose in 2000 and 2001 (see graph below), but still remained well below highs seen in the early 1990s. Wisconsin's unemployment rate began rising sooner than the nation's. Wisconsin's manufacturing sector tends to act as a bellwether, slowing down before the rest of the economy does and picking up before other sectors recover robustly. The manufacturing slowdown that began in late 2000 was felt more acutely in Wisconsin well before the rest of the nation saw more widespread effects.

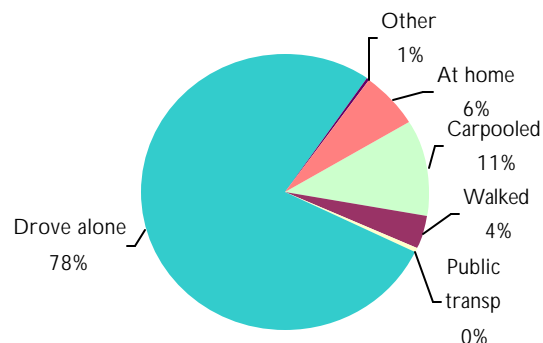


#### Sauk County Civilian Labor Force Data

|                   | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   |
|-------------------|--------|--------|--------|--------|--------|--------|
| Labor Force       | 33,100 | 33,500 | 33,700 | 33,700 | 35,100 | 36,500 |
| Employed          | 31,900 | 32,200 | 32,500 | 32,700 | 34,000 | 35,200 |
| Unemployed        | 1,210  | 1,250  | 1,140  | 920    | 1,050  | 1,310  |
| Unemployment Rate | 3.7%   | 3.7%   | 3.4%   | 2.7%   | 3.0%   | 3.6%   |

Source: WI Department of Workforce Development, Local Area Unemployment Statistics, revised March 2002

#### County Travel-to-Work Patterns



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

For all the challenges that accompany unemployment rate increases, Sauk County may be more concerned with a different trend. From 1996 to 2001, its labor force grew less than 11 percent, as did the number of employed residents. (See table below.) Job growth was nearly twice as fast (see page 5). Inbound commuting and multiple job holding may have helped employers fill vacancies, but such trends are unlikely to permit job growth to continue at recent rates. Moreover, such trends would not necessarily foster the growth of Sauk County's indigenous labor force. A jump in birth rates would take at least fifteen (perhaps over twenty) years to raise the labor force substantially and would take some parents out immediately.

Most Sauk County workers drive to work. According to the 2000 Census, 78 percent drove alone and 11 percent carooled. (See graph above.) The 1990 Census reported a lower rate of driving alone (70%) and a higher rate of working at home (9%). This is consistent with the above-mentioned fall in unemployment rates and reduction in self-employment between the two Censuses. Few areas of the state have achieved enough population density to generate widespread demand for public transportation, so less than 2 percent of Wisconsin workers use public transportation to get to work.



## County Industry Employment

### Nonfarm Wage and Salary Employment

|  | 1996   | 1997   | 1998   | 1999   | 2000   | 2001   | Percent change |        |
|--|--------|--------|--------|--------|--------|--------|----------------|--------|
|  |        |        |        |        |        |        | 1 year         | 5 year |
| <b>Total</b>                               | 30,553 | 31,547 | 32,662 | 34,518 | 36,068 | 37,120 | 2.9%           | 21.5%  |
| <b>Goods Producing</b>                     | 8,579  | 8,492  | 8,595  | 9,020  | 9,268  | 9,275  | 0.1%           | 8.1%   |
| Construction & Mining                      | 1,738  | 1,732  | 1,778  | 1,950  | 2,095  | 2,039  | -2.6%          | 17.4%  |
| Manufacturing                              | 6,842  | 6,760  | 6,817  | 7,071  | 7,173  | 7,235  | 0.9%           | 5.8%   |
| Durable                                    | 3,863  | 3,900  | 4,032  | 4,344  | 4,458  | 4,586  | 2.9%           | 18.7%  |
| Nondurable                                 | 2,978  | 2,860  | 2,785  | 2,726  | 2,715  | 2,649  | -2.4%          | -11.0% |
| <b>Service Producing</b>                   | 21,974 | 23,055 | 24,067 | 25,498 | 26,800 | 27,845 | 3.9%           | 26.7%  |
| Transportation, Communications & Utilities | 1,127  | 1,043  | 1,008  | 1,038  | 1,028  | 1,032  | 0.4%           | -8.4%  |
| Total Trade                                | 8,053  | 8,294  | 8,519  | 8,913  | 9,347  | 9,721  | 4.0%           | 20.7%  |
| Wholesale                                  | 1,777  | 1,731  | 1,727  | 1,670  | 1,739  | 1,781  | 2.4%           | 0.2%   |
| Retail                                     | 6,276  | 6,563  | 6,792  | 7,243  | 7,608  | 7,940  | 4.4%           | 26.5%  |
| Finance, Insurance, and Real Estate        | 1,001  | 1,021  | 999    | 1,032  | 1,098  | 1,147  | 4.5%           | 14.7%  |
| Services & Misc.                           | 7,570  | 8,419  | 9,082  | 9,466  | 10,187 | 10,669 | 4.7%           | 40.9%  |
| Total Government                           | 4,223  | 4,279  | 4,459  | 5,049  | 5,140  | 5,277  | 2.7%           | 24.9%  |

Source: WI Department of Workforce Development, Nonfarm wage and salary estimates, revised March 2002

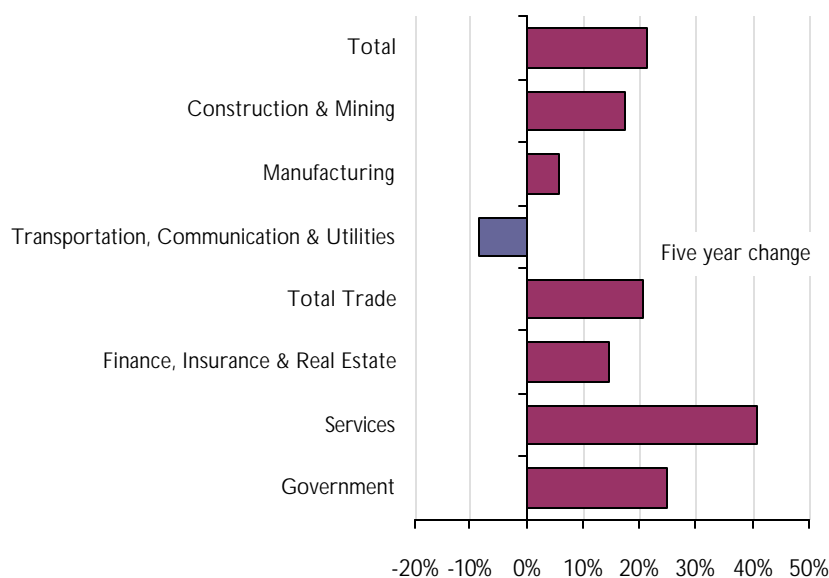
The nonfarm wage and salary employment figures above estimate the number of jobs in Sauk County that are paid through standard payroll systems. Categories reflect the nature the employers' businesses, not the employees' occupations. These estimates may show different trends than figures seen elsewhere in this profile because 1) data sets come

from different samples and different methodologies, 2) the number of jobs per resident can increase if multiple job holding increases, and 3) some jobs in Sauk County are filled residents of other counties (more people commute in than commute out).

The table above and the chart below show the services industry to be the fastest-growing in Sauk County. Of the adjacent counties, none experienced faster job growth in services between 1996 and 2001 or between 2000 and 2001. Month-by-month analysis shows that this sector provides many more jobs in the summer than in the winter. Even in the winter, the services sector employs more people than manufacturing and the gap is widening.

When a sovereign nation (such as the Ho Chunk tribe) employs people, it is a government employer. If private employers created the same jobs, many of them would be "services" employers, so these figures probably understate services growth. The loss of 8.4 percent of the "transportation, communications and utilities" jobs would be more alarming if the sector accounted for a more substantial portion of Sauk County's employment or wages (see page 7, middle chart).

### Employment Change by Industry Division: 1996 to 2001



Source: WI DWD, Nonfarm wage and salary estimates, revised March 2002

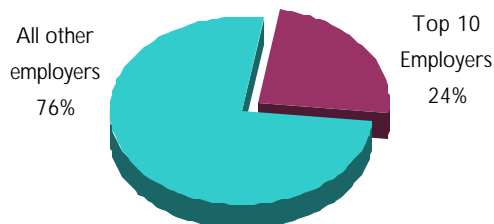


| Top 10 Employers                           |                                     |         |
|--|-------------------------------------|---------|
| Company                                    | Product or Service                  | Size    |
| Ho-Chunk Casino, Hotel & Convention Center | Hotel, convention and gaming center | 1,000+  |
| Land's End, Inc.                           | Clothing distribution and marketing | 1,000+  |
| Baraboo Sysco Foods                        | Wholesale food tribution            | 500-999 |
| Grede Foundries, Inc.                      | Ductile iron castings               | 500-999 |
| Cardinal Glass Industries, Inc.            | Insulated glass                     | 500-999 |
| County of Sauk                             | Local government                    | 500-999 |
| SSM Health Care of Wisconsin Inc.          | Health care                         | 500-999 |
| Perry Judd's Inc.                          | Commercial printing                 | 500-999 |
| Baraboo Public School                      | Public education                    | 500-999 |
| Flambeau Corp.                             | Plastics                            | 250-499 |

| Industry Group                      | March 2001 |           | Numeric change |        |
|-------------------------------------|------------|-----------|----------------|--------|
|                                     | Employers  | Employees | 1-year         | 5-year |
| Health Services                     | 63         | 2,558     | 170            | 355    |
| Eating and Drinking Places          | 136        | 2,486     | 71             | 202    |
| Hotels and other Lodging Places     | 48         | 2,001     | 326            | 792    |
| Educational Services                | 9          | 1,900     | *              | *      |
| Miscellaneous Retail                | 66         | 1,836     | 100            | 727    |
| Wholesale Trade-Nondurable Goods    | 39         | 1,437     | 85             | 75     |
| Rubber and Misc. Plastics Products  | *          | *         | *              | *      |
| Business Services                   | 32         | 1,234     | 27             | 727    |
| Executive, Legislative, and General | 36         | 1,104     | -30            | 2      |
| Primary Metal Industries            | *          | *         | *              | *      |

\*data suppressed to maintain confidentiality

Top 10 Employers' Share of Nonfarm Employment



Top 10 Industry Group Share of Nonfarm Employment



Source: WI Department of Workforce Development, ES-202 file tape, December 2001

Listing Sauk County's ten largest employers is not as straightforward as it might seem because some employers' operations fluctuate very substantially. Noah's Ark reports peak employment well after March, when the above list was compiled, so it does not appear.

Land's End fills an important role in the local economy because its peak seasons are before and after the peak seasons of many other employers

whose businesses rely on construction, recreation and tourism. The convention industry and gaming industry also buffer Sauk County from seasonal fluctuations. Production and distribution of goods remain important, rounding out the local economy.

While the top ten employers account for less than a quarter of nonfarm employment, the top ten industries account for nearly half. Some enter-

(Continued on page 7)





## State of Wisconsin - Sauk County

prises, like education and healthcare, usually involve a few large employers with many workers, and other prominent industries such as retail or eating and drinking include many small employers.

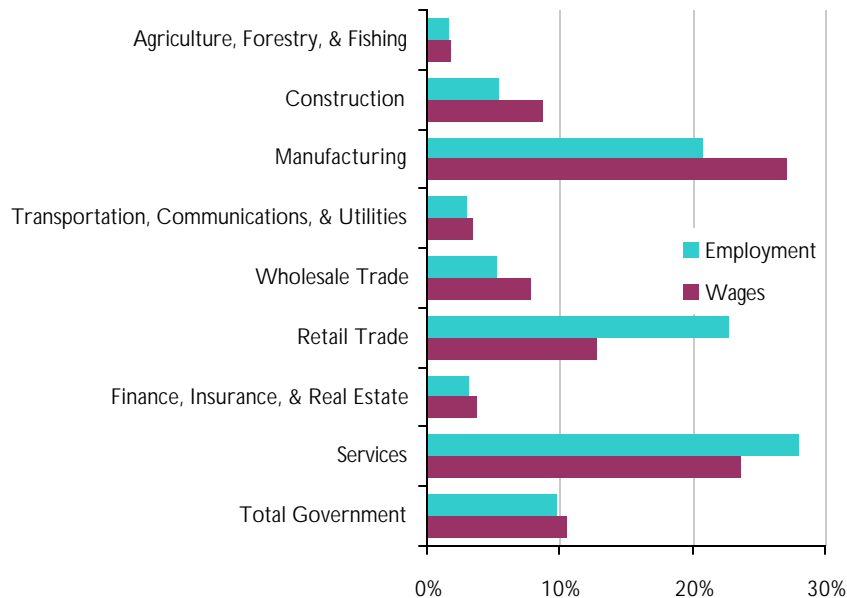
Because a high proportion of retail jobs offer part-time schedules, it is not surprising that retail employers account for nearly 23 percent of the jobs in Sauk County and about 13 percent of the wages paid by employers in the county. (See graph below.) The importance manufacturing remains clear (it accounts for nearly 21 percent of the jobs and 27

percent of the wages) and the services sector gains prominence more quickly (28 percent of employment and 23.6 percent of wages).

The all-industries average wage for Sauk County, (\$25,160), was about 81 percent of the statewide all-industries average wage, (\$30,922). (See table below.) This differential would be more disconcerting were it not for the typical differential in wages and cost of housing between metropolitan and non-metropolitan areas. The average wage for Finance, Insurance and Real Estate is lower than the statewide average in large part because Sauk County does not have any of the corporate headquarters or major processing centers that bring high-wage technical and managerial jobs. Still, this sector posted the fastest-growing wages from 2000 to 2001 (4% wage growth) and from 1996 to 2001 (nearly 35% wage growth).

The two industries where Sauk County's wages are higher than statewide wages (construction and agriculture forestry and fishing) are industries that employ relatively few people. Local business growth (see page 5) and local demand for new housing (see page 1) contribute to demand for construction workers, but some construction companies in Sauk County look well outside the County for many of their projects.

**2001 Employment & Wage Distribution by Industry Division**



**Annual Average Wage By Industry Division**

|   | Sauk Co.<br>Annual Average<br>Wage | Wisconsin<br>Annual Average<br>Wage | Percent of<br>State Average | 1-year<br>percent<br>change | 5-year<br>percent<br>change |
|---|------------------------------------|-------------------------------------|-----------------------------|-----------------------------|-----------------------------|
| All Industries*                             | \$ 25,160                          | \$ 30,922                           | 81.4%                       | 2.3%                        | 18.9%                       |
| Agriculture, Forestry, & Fishing            | \$ 27,659                          | \$ 22,565                           | 122.6%                      | 12.1%                       | 31.3%                       |
| Construction                                | \$ 39,869                          | \$ 39,011                           | 102.2%                      | 2.5%                        | 19.6%                       |
| Manufacturing                               | \$ 32,809                          | \$ 39,739                           | 82.6%                       | 2.1%                        | 24.5%                       |
| Transportation, Communications, & Utilities | \$ 29,336                          | \$ 36,639                           | 80.1%                       | -4.8%                       | 15.7%                       |
| Wholesale Trade                             | \$ 37,749                          | \$ 40,521                           | 93.2%                       | 3.8%                        | 26.5%                       |
| Retail Trade                                | \$ 14,250                          | \$ 14,596                           | 97.6%                       | 3.0%                        | 21.9%                       |
| Finance, Insurance, & Real estate           | \$ 30,096                          | \$ 40,933                           | 73.5%                       | 4.0%                        | 34.7%                       |
| Services                                    | \$ 21,154                          | \$ 28,775                           | 73.5%                       | 3.1%                        | 18.3%                       |
| Total Government                            | \$ 27,288                          | \$ 33,785                           | 80.8%                       | 3.0%                        | 16.3%                       |

\* Mining excluded from table since wages were suppressed to maintain confidentiality in every county

Source: WI DWD, *Employment, Wages, and Taxes Due covered by Wisconsin's U.C. Law, 2002*





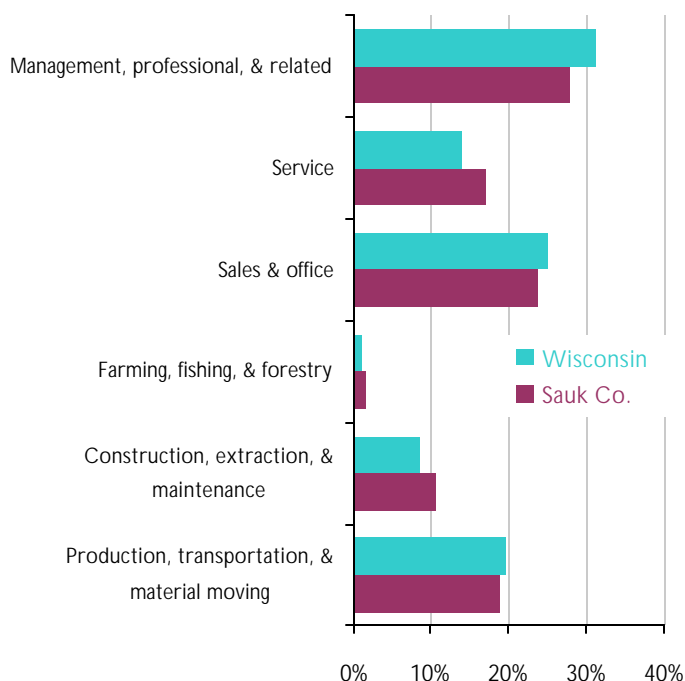
## Occupation and Education Characteristics of County Population

While previous sections classified jobs based on the nature of Sauk County employers' operations, this page classifies jobs by the residents' occupations, regardless of what county they work in. In some ways, this information gives more detailed support for earlier observations.

Sauk County's workers are slightly less likely than their statewide counterparts to work in management and professional occupations, but this group forms the largest single group of occupations identified in the graph to the right. In areas without clusters of headquarters or key operational branches, education and health care account for many of the jobs in the management and professional group. In Wisconsin, 78 percent of the management and professional jobs require education or training beyond high school; this is fairly close to the national figure of 80 percent. Larger metropolitan areas and college towns tend to attract workers with credentials and the employers who seek them.

Sales and office occupations form the second-largest group in Sauk County, with nearly a quarter of the workers. Production, transport and material moving occupations accounted for nearly a fifth of workers, ranking third. This reflects the manufacturing and wholesale activity discussed in previous sections. In both groups, employers may prefer more post high school education and training, but may not always emphasize degree completion.

Employment by Occupation Group: 2000

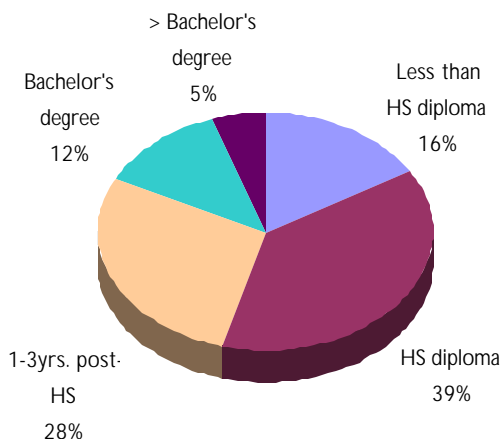


US Department of Commerce, Census 2000

Between the 1990 Census and the 2000 Census, the proportion of Sauk County workers over 25 years old reporting "some college, no degree" increased from 15.3 percent to 21 percent. This does not necessarily suggest an increase in dropout rates. The change could reflect an increase in people taking classes (to change careers or stay up to date in a current career) without intending to earn a degree. Employers often emphasize skill sets more than degrees. Office workers updating computer skills and manufacturing workers improving technical skills may find that targeted classes generate value more efficiently than comprehensive degree programs.

The pie chart to the left divides Sauk County residents over 25 years old into groups based on their level of educational attainment. Less than half of them have education beyond high school and less than a fifth have a Bachelor's degree or equivalent. Between the two Censuses the proportion of Sauk County workers reporting "less than 9th grade" dropped from 12.5 percent to 6.4. The other categories did not appear to change dramatically.

Education Attainment in 2000



Source: US Dept. of Commerce, Census Bureau, *Census 2000*



## County Income Information

The 2000 Census reported that Sauk County's median household income was \$41,941 in 1999, or 96 percent of the statewide figure. This represents a substantial increase from the 1990 Census, which reported 1989 median household income of \$26,217, or 89 percent of the statewide figure.

The graph to the right shows how many Sauk County households fell in each income bracket. When comparing the percent of total households in each group, this closely tracks statewide distributions, although Sauk County reports a slightly higher proportion in the \$35,000 to \$49,999 bracket.

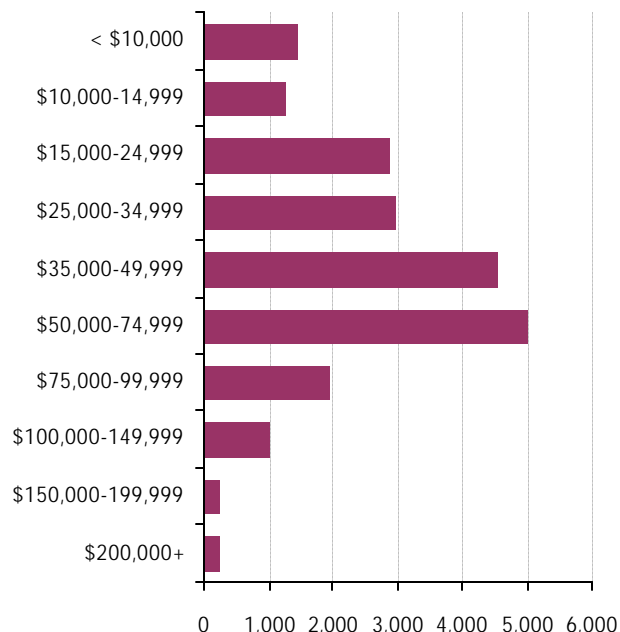
Household incomes are higher than wages on page 7 because they include non-wage sources such as government benefits, pensions, investment returns, and income from self-employment and proprietorships. Increases in multiple job holding can also help household income grow faster than the average wage per job increases. The fact that the average Sauk County household contains 2.5 people boosts household income above average wages or per capita personal income.

Sauk County's total income divided by its population yielded a per capita personal income (PCPI) of \$25,772 in 2000. (See lower left graph.) This was 92 percent of Wisconsin's PCPI and 111 percent of the PCPI in nonmetropolitan counties.

The graph on the bottom right shows that each source of PCPI accounted for fairly a typical proportion of total Sauk County PCPI. If the share of

**Households by Income Range**

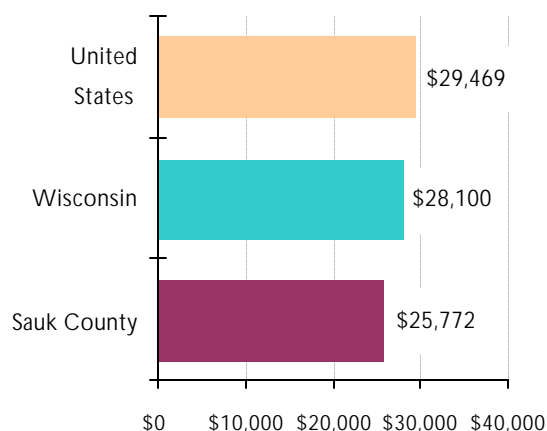
Median household income in Sauk Co. \$41,941



Source: US Dept. of Commerce, Census Bureau, *Census 2000*

the population in retirement increases (as it is likely to do over the next several years), then a greater share of PCPI will come from transfer payments (such as Social Security) as well as dividends interest and rent (pension and retirement funds), and a smaller share will come from net earnings (typically from employment).

**Per Capita Personal Income 2000**



Source: US Department of Commerce, Bureau of Economic Analysis

**Components of Total Personal Income: 2000**

